

CONATIVE

SUCCESS STORY



dm relies on CONATIVE and uses the Carousel Ad to demonstrate its wide range of products in the beauty sector.



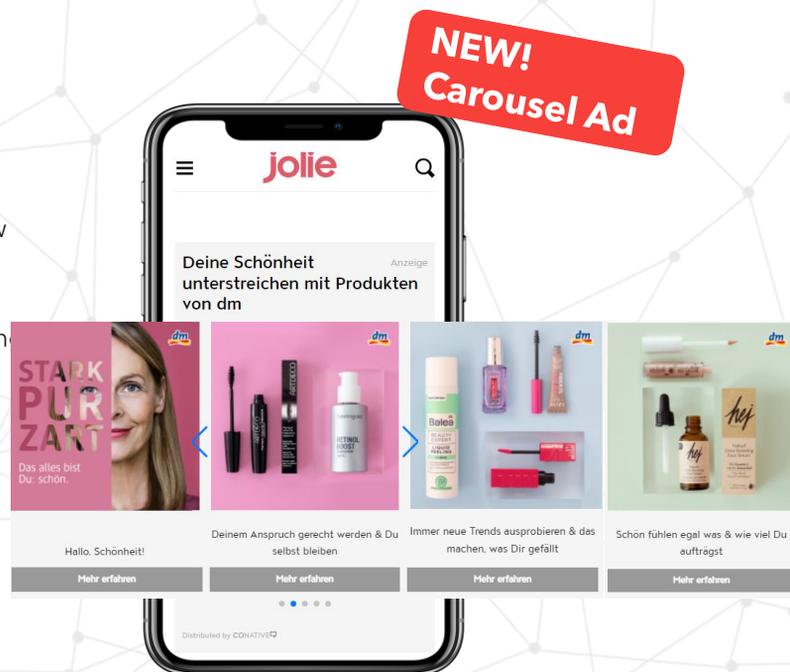
dm-drogerie markt is Germany's top-selling drugstore. Every day, more than 1.7 million customers shop online or in one of over 2,000 dm stores. With its more than 41,000 employees in Germany, dm has been at the top of all supra-regional drugstores for more than 20 years and was also voted the most popular retailer in the food retail sector in 2021 by the independent consumer survey "Kundenmonitor Deutschland".

CHALLENGE

With the *Hallo Schönheit* campaign, dm wants to draw attention to the fact that there is no need for artificial ideals of beauty. Beauty is individual, real and diverse. Therefore, dm wants to actively support women in emphasizing their natural beauty. In doing so, the retailer and beauty specialist wants to address 3 different beauty types and draw attention to its wide range of products as well as selected new products. Reaching the relevant target group in high-quality environments is particularly important to dm in this regard.

SOLUTION

The Carousel Ad from CONATIVE is the ideal advertising format for highlighting dm's wide range of products. Various beauty products, including selected new products, are placed in the different modules. Interested users can obtain detailed information on the linked landing page. The four-week campaign will be played out in CONATIVE's high-reach premium network. As with numerous previous campaigns, dm is relying on CONATIVE's AI-based delivery logic.



Brigitte

FÜR SIE

petra

mädchen.de

Gala

CONATIVE USERS ARE ACTIVELY ENGAGED WITH THE CAMPAIGN.

- The user interaction rate is remarkably high at just under 3%. This value was steadily improved over the course of the campaign through AI-based playout, resulting in daily highs in the range of 4 - 5%
- The proportion of users who want to learn more about dm's featured products on the landing page is also enormous at 22%

DM TRUSTS THE CAROUSEL AD AGAIN!



Thanks to years of successful collaboration, dm relies on the expertise of the CONATIVE team to implement its campaigns. This is why the popular consumer brand has once again opted for the new, high-impact awareness format. The CONATIVE Carousel Ad is not only ideally suited for a varied product promotion, but also impresses with its diverse application possibilities and can therefore also be used for other campaign objectives such as story telling or recruiting and employer branding. The format is an eye-catcher and yet 100% native.

CONATIVE FACTS

CONATIVE is an expanding "in-read" advertising format that places a wide variety of media content in the user's reading flow. In addition to the classic expand formats, there are also several high-impact awareness formats, such as the CONATIVE Carousel Ad or various video formats. With the AI-supported optimization technology Momentum, multivariate creative optimizations, algorithms and neural networks are used to achieve maximum campaign performance.



"CONATIVE has been an essential part of our media plan since 2019 and is a valued partner for us in the native sector. We were also quickly convinced by the new Carousel Ad format due to its great performance. We were very pleased that we had the opportunity here as a selected first-mover partner to test the product as one of the first customers ever."

Kathrin Oßwald | Online Marketing Manager | dm-drogerie markt



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